

UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Charles L. Jones
Invention: Brand Equity System and Method of Increasing the Same
Serial No. 09/767,431
Date Filed: January 22, 2001
Group Art Unit: 3629
Examiner: Naresh Vig
Docket No.: US20000181

AMENDMENT

Mail Stop Amendments
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

If any additional charges or fees must be paid in connection with the following communication, they may be paid out of our Deposit Account No. 23-1660.

In response to the Office Action mailed July 6, 2007, please make the amendments shown in the attached papers as follows:

Amendments to the Claims are listed on page 2 of this paper.

Remarks begin on page 6 of this paper.